



# ATF Typographic Accessories

## Specimen Catalog and Price List

Ornaments  
Handypacks  
Initials  
Monograms  
Auxiliary Fonts  
etc.



# ATF

## Ornaments and Typographic Accessories

do away with expensive art work, eliminate the necessity of having electros made . . . and what's more, most designs shown were created by some of the world's finest graphic artists. By using ATF cuts, their services are at your disposal . . . at extremely low cost!

**ATF Typographic Accessories** are precision cast of foundry metal and possess all the printing and wearing qualities of ATF type. They're easy to print from, too!

**All accessories shown** in this catalog are sold in convenient sized fonts or Handypack assortments at reasonable prices.

All prices listed are for complete fonts. Fonts contain the entire assortment illustrated and the small figure frequently shown under a cut indicates how many of that particular design are contained in the font.

**We regret that we are unable to sell single cuts, initials, ornaments or other designs illustrated.** However, any character or design in this catalog may be purchased as sorts, in a minimum quantity of one 6" line per character. Prices for sorts are shown in table E-1 of our Descriptive Index of type faces.

**For best service, send your orders for type and accessories to the ATF type dealer in your area.**

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## Troyer Zodions *Complete fonts shown*

36 pt. . . . \$2.25



48 pt. . . . \$2.70



## Typecast Antiques *Figure under each unit shows how many of each a font contains*

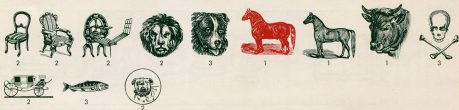
36 pt. . . . \$2.25



42 pt. . . . \$1.50



48 pt. . . . \$2.70

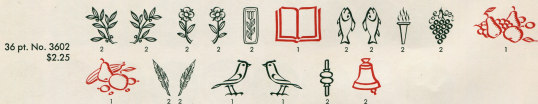


60 pt. . . . \$1.85



# Troyer Ornaments

Figure under each unit shows how many of each a font contains



**Troyer Ornaments** (continued) Figure under each unit shows how many of each a font contains



Mr. and Mrs. Thomas A. Crown  
are happy to announce the birth of  
Mary Elizabeth  
at 9 o'clock a.m. on February 10, 1955





**Christmas Ornaments** (See also Handypacks Nos. 60, 61, 63 and Troyer Ornaments)

Figure under each unit shows how many of each a font contains



## Cameo Typecuts

Figure under each unit shows how many of each a font contains

24 pt. . . . \$1.80



36 pt. . . . \$2.25



48 pt. . . . \$1.60



60 pt. . . . \$1.85



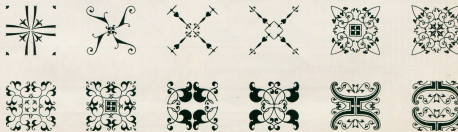
72 pt. . . . \$2.00



## Bradley Combination Ornaments

Figure under each unit shows how many of each a font contains

24 pt. . . . \$4.00

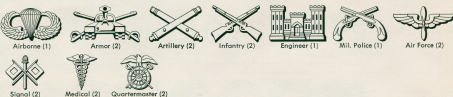


## Armed Forces Typecuts *Figure under each unit shows how many of each a font contains*

24 pt. A . . . \$1.80



36 pt. B . . . \$2.25

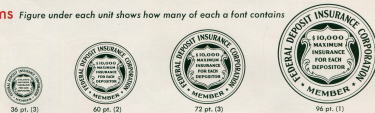


36 pt. C . . . \$2.25



## F. D. I. C. Emblems *Figure under each unit shows how many of each a font contains*

Assortment \$3.75



## Arrow Indicators *Figure under each unit shows how many of each a font contains*

12 pt. . . . \$1.30

18 pt. . . . \$1.60

24 pt. . . . \$1.80

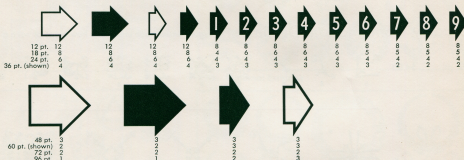
36 pt. . . . \$2.25

48 pt. . . . \$1.60

60 pt. . . . \$1.85

72 pt. . . . \$2.00

96 pt. . . . \$2.45



## Combination Arrows *Complete font shown*

12 pt. . . . \$2.20



# ALPHA-BLOX

(Linear and reverse)



*What are Alpha-Blox?*



Alpha-Blox are types on whose printing surfaces appear a variety of straight sections, curves, L's and T's.

Set in building-block fashion, they form the letters of the alphabet, figures, borders, ornaments, etc. For instance

two each of these three precision cast units  can be made up quickly into the letter 

Substituting a few elements  affords a new range of designs.

The two styles made, linear  and reverse , are cut to register.

They may also be used this way  or in two colors . Available in 12, 24 and 36 pt.

## CHARACTERS IN COMPLETE FONTS:

*Linear*

QUANTITY  
IN FONT

12 pt.  
24 pt.  
36 pt.

90  
44  
32

22  
14  
10

50  
30  
24

40  
24  
16

20  
12  
8

100  
56  
40

10  
6  
4

16  
10  
8

14  
10  
8



10  
6  
4



10  
6  
4



10  
6  
4



10  
6  
4



10  
6  
4



10  
6  
4



10  
6  
4



10  
8  
4



10  
6  
4



10  
6  
4

*Reverse*

QUANTITY  
IN FONT

12 pt.  
24 pt.  
36 pt.

100  
44  
32

20  
14  
10

46  
30  
24

36  
24  
16

18  
12  
8

120  
56  
40

10  
6  
4

18  
12  
8

16  
10  
8

10  
6  
4



10  
6  
4



12  
8  
8



10  
6  
4



10  
6  
4



10  
6  
4



10  
6  
4



10  
6  
4



10  
6  
4



60  
36  
36



20  
8  
8



20  
8  
8

Prices per font:

LINEAR: 12 pt. . . . \$ 7.15

24 pt. . . . \$12.00

36 pt. . . . \$16.00

REVERSE: 12 pt. . . . \$ 8.80

24 pt. . . . \$14.40

36 pt. . . . \$20.00

**R**UTHERFORD  
**R**IGGS

**STAR**



# United States Flag Typecuts

Figure under each unit shows how many of each a font contains

Attention is called to the fact that the laws of the United States and many individual states restrict or prohibit the use of the United States flag in advertising and business printing. All typecuts or type representations of the flag that are made, sold or offered for sale by American Type Founders are made and sold on the condition that they are not to be used in any manner that is prohibited by these laws.



12 pt. No. 1201 ... \$2.20



18 pt. No. 1801 ... \$2.15



24 pt. No. 2401 ... \$2.45



36 pt. No. 3601 ... \$3.10



48 pt. No. 4801 ... \$1.60



60 pt. No. 6001 ... \$1.85



72 pt. No. 7201 ... \$2.00



108 pt. No. 10801 ... \$3.25



144 pt. No. 14401 ... \$3.75



144 pt. No. 14402 ... \$2.00



216 pt. No. 21602 ... \$2.20

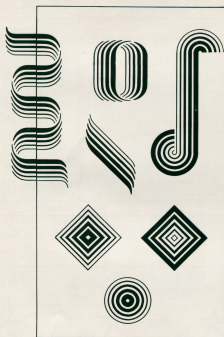


## Ombree Ornaments

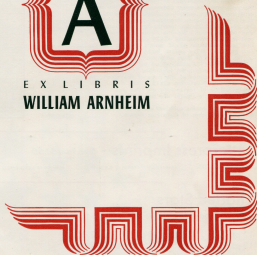
Ombree Ornaments enable the creative printer to turn out a distinctive piece of printing without extra cost for art work and engravings.



Complete font \$5.10 • Figure under each unit shows how many of each a font contains



EX LIBRIS  
WILLIAM ARNHEIM



## Mortised Typecast Circles

Figure at left and right of size shows how many of each a font contains

48 pt. . . .	\$2.40
60 pt. . . .	\$2.80
72 pt. . . .	\$3.00
84 pt. . . .	\$3.40
96 pt. . . .	\$3.70
108 pt. . . .	\$4.90
120 pt. . . .	\$5.65



4 . . . . .	48 pt. . . . .	5
3 . . . . .	60 pt. . . . .	4
3 . . . . .	72 pt. . . . .	3
2 . . . . .	84 pt. . . . .	3
2 . . . . .	96 pt. . . . .	2
2 . . . . .	108 pt. . . . .	2
1 . . . . .	120 pt. . . . .	2
	84 pt. shown	



12 pt. No. 1202

6 pt. No. 601	\$1.20
6 pt. No. 602	\$1.20
8 pt. No. 801	\$1.25
8 pt. No. 802	\$1.60
10 pt. No. 1001	\$1.60
10 pt. No. 1002	\$1.60
2 pt. No. 1201	\$1.75
2 pt. No. 1202	\$2.20
8 pt. No. 1801	\$1.60
8 pt. No. 1802	\$2.15

18 pt. No. 1802

1955 JUNE 1955

12 pt. No. 1202

SUN MON TUE WED THU FRI SAT

1956 JULY 1956

SUN MON TUE WED THU FRI SAT

1 2 3 4 5 6 7

8 9 10 11 12 13 14

15 16 17 18 19 20 21

22 23 24 25 26 27 28

29 30 31

1957 AUGUST 1957

SUN MON TUE WED THU FRI SAT

1 2 3

4 5 6 7 8 9 10

11 12 13 14 15 16 17

18 19 20 21 22 23 24

25 26 27 28 29 30 31

10 pt. No. 1002

1958 SEPT 1958

Su. Mo. Tu. We. Th. Fr. Sa.

1 2 3 4 5 6 7

8 9 10 11 12 13

14 15 16 17 18 19 20

21 22 23 24 25 26 27

28 29 30

8 pt. No. 802

1959 OCT 1959

Su. Mo. Tu. We. Th. Fr. Sa.

1 2 3

4 5 6 7 8 9 10

11 12 13 14 15 16 17

18 19 20 21 22 23 24

25 26 27 28 29 30 31

6 pt. No. 602

12 pt. No. 1201

1960 JANUARY 1960

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

1960 FEBRUARY 1960

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

1960 MARCH 1960

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

1960 APRIL 1960

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

6 pr. No. 501

Available in two styles, five sizes each, as shown. Font numbers ending in 1 are Cheltenham Bold Condensed figures, those ending in 2 are Cheltenham Bold. Fonts contain date logotypes, days of the week logotypes and blanks. 6, 8, 10 and 12 pt. fonts include sufficient type to set two months, 18 pt. fonts will set one month. Matching type to set names of months, etc., may be purchased in separate fonts of Cheltenham Bold or Bold Condensed.

Miniature Perpetual Calendar Logotypes • Complete font \$9.40

JANUARY

FEBRUARY  
S M T W T F S

JAN to DEC

Each font contains sufficient material to set two full years in either of the styles shown.

**SMITH'S DELICATESSEN**  
*Calendar for 1958*

JANUARY			FEBRUARY			MARCH			APRIL		
S	M	T	S	M	T	S	M	T	S	M	T
5	6	7	1	2	3	1	2	3	1	2	3
10	11	12	4	5	6	4	5	6	4	5	6
13	14	15	7	8	9	7	8	9	7	8	9
16	17	18	10	11	12	10	11	12	10	11	12
19	20	21	13	14	15	13	14	15	13	14	15
22	23	24	16	17	18	16	17	18	16	17	18
25	26	27	19	20	21	19	20	21	19	20	21
28	29	30	22	23	24	22	23	24	22	23	24
31			25	26	27	25	26	27	25	26	27
			28	29	30	28	29	30	28	29	30
MAY			JUNE			JULY			AUGUST		
S	M	T	S	M	T	S	M	T	S	M	T
1	2	3	1	2	3	1	2	3	1	2	3
4	5	6	4	5	6	4	5	6	4	5	6
7	8	9	7	8	9	7	8	9	7	8	9
10	11	12	10	11	12	10	11	12	10	11	12
13	14	15	13	14	15	13	14	15	13	14	15
16	17	18	16	17	18	16	17	18	16	17	18
19	20	21	19	20	21	19	20	21	19	20	21
22	23	24	22	23	24	22	23	24	22	23	24
25	26	27	25	26	27	25	26	27	25	26	27
28	29	30	28	29	30	28	29	30	28	29	30
SEPTEMBER			OCTOBER			NOVEMBER			DECEMBER		
S	M	T	S	M	T	S	M	T	S	M	T
1	2	3	1	2	3	1	2	3	1	2	3
4	5	6	4	5	6	4	5	6	4	5	6
7	8	9	7	8	9	7	8	9	7	8	9
10	11	12	10	11	12	10	11	12	10	11	12
13	14	15	13	14	15	13	14	15	13	14	15
16	17	18	16	17	18	16	17	18	16	17	18
19	20	21	19	20	21	19	20	21	19	20	21
22	23	24	22	23	24	22	23	24	22	23	24
25	26	27	25	26	27	25	26	27	25	26	27
28	29	30	28	29	30	28	29	30	28	29	30

**TEXAS TRUST COMPANY**

1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042	2043	2044	2045	2046	2047	2048	2049	2050	2051	2052	2053	2054	2055	2056	2057	2058	2059	2060	2061	2062	2063	2064	2065	2066	2067	2068	2069	2070	2071	2072	2073	2074	2075	2076	2077	2078	2079	2080	2081	2082	2083	2084	2085	2086	2087	2088	2089	2090	2091	2092	2093	2094	2095	2096	2097	2098	2099	2100	2101	2102	2103	2104	2105	2106	2107	2108	2109	2110	2111	2112	2113	2114	2115	2116	2117	2118	2119	2120	2121	2122	2123	2124	2125	2126	2127	2128	2129	2130	2131	2132	2133	2134	2135	2136	2137	2138	2139	2140	2141	2142	2143	2144	2145	2146	2147	2148	2149	2150	2151	2152	2153	2154	2155	2156	2157	2158	2159	2160	2161	2162	2163	2164	2165	2166	2167	2168	2169	2170	2171	2172	2173	2174	2175	2176	2177	2178	2179	2180	2181	2182	2183	2184	2185	2186	2187	2188	2189	2190	2191	2192	2193	2194	2195	2196	2197	2198	2199	2200	2201	2202	2203	2204	2205	2206	2207	2208	2209	2210	2211	2212	2213	2214	2215	2216	2217	2218	2219	2220	2221	2222	2223	2224	2225	2226	2227	2228	2229	2230	2231	2232	2233	2234	2235	2236	2237	2238	2239	2240	2241	2242	2243	2244	2245	2246	2247	2248	2249	2250	2251	2252	2253	2254	2255	2256	2257	2258	2259	2260	2261	2262	2263	2264	2265	2266	2267	2268	2269	2270	2271	2272	2273	2274	2275	2276	2277	2278	2279	2280	2281	2282	2283	2284	2285	2286	2287	2288	2289	2290	2291	2292	2293	2294	2295	2296	2297	2298	2299	2300	2301	2302	2303	2304	2305	2306	2307	2308	2309	2310	2311	2312	2313	2314	2315	2316	2317	2318	2319	2320	2321	2322	2323	2324	2325	2326	2327	2328	2329	2330	2331	2332	2333	2334	2335	2336	2337	2338	2339	2340	2341	2342	2343	2344	2345	2346	2347	2348	2349	2350	2351	2352	2353	2354	2355	2356	2357	2358	2359	2360	2361	2362	2363	2364	2365	2366	2367	2368	2369	2370	2371	2372	2373	2374	2375	2376	2377	2378	2379	2380	2381	2382	2383	2384	2385	2386	2387	2388	2389	2390	2391	2392	2393	2394	2395	2396	2397	2398	2399	2400	2401	2402	2403	2404	2405	2406	2407	2408	2409	2410	2411	2412	2413	2414	2415	2416	2417	2418	2419	2420	2421	2422	2423	2424	2425	2426	2427	2428	2429	2430	2431	2432	2433	2434</
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**Letterpress Imprints** • 6 pt. font \$1.90

PRINTED LETTERHEADS IN U.S.A.

PRINTED BY LETTERPRESS

**Lithograph Imprints** • 6 pt. font \$1.90

LITHOGRAPHED IN U.S.A.

PRINTED BY LITHOGRAPHY

## Shaded Stars

Figure under star shows how many a font contains

12 pt. . . . \$2.20	30 pt. . . . \$2.00
18 pt. . . . \$2.15	36 pt. . . . \$2.25
24 pt. . . . \$2.45	48 pt. . . . \$1.60

12 point ★

18 point ★  
72

24 point  54

30 point 

36 point 

48 point 

### Typecast Colorets

6 pt. . . .	\$1.90
12 pt. . . .	\$2.20
18 pt. . . .	\$2.15
24 pt. . . .	\$2.45
36 pt. . . .	\$2.25
48 pt. . . .	\$1.60
60 pt. . . .	\$1.85
72 pt. . . .	\$2.00
96 pt. . . .	\$2.45
120 pt. . . .	\$3.50

6 point ● 72 ■ 72 ◆ 72 ▲ 18 ▲ 36

18 point ● 24 ■ 12 ▲ 12 ▽ 12 ▹ 12

24 point ● 18 ■ 18 ◆ 12 ▲ 12 ▽ 12 ▹ 12

12 point

36 18 18 9 30 12 24 12

36 point

48 pt. 5  
60 pt. 4  
60 pt. 3  
96 pt. 2  
120 pt. 2

12

48 pt. 4  
60 pt. 3  
72 pt. 2  
96 pt. 2  
120 pt. 1









12









## Adstyle Figures Small figure shows how many a font contains

12 pt. . . . \$2.20 **1** **2** **3** **4** **5** **6** **7** **8** **9** **0** **1** **2** **3** **4** **5** **6** **7** **8** **9** **0**  
8 7 7 7 7 7 7 7 7 8 8 7 7 7 7 7 7 7 7 8












18 pt. . . . \$2.70 **1** **2** **3** **4** **5** **6** **7** **8** **9** **0** **1** **2** **3** **4** **5** **6** **7** **8** **9** **0**  
5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5

## Quillscript Flowers Small figure shows how many a font contains

24 pt. No. 2401 . . . \$1.80     24 pt. No. 2402 . . . \$1.80      
18 18 18 18 12 12 12 12

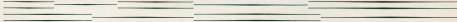
24 pt. No. 2403 . . . \$1.80     24 pt. No. 2404 . . . \$1.80      
12 12 12 12 9 9 12 12

## Penline Flourishes Small figure shows how many a font contains

36 pt. . . . \$2.25             
4 4 4 4 4 4 4 4 8 4 4

72 pt. . . . \$2.00             
2 2 1 1 2 2 3 3 2 2 2 2

## Bodonian Book Dashes Complete font shown

6 pt. . . . \$1.90 

## Position Indicators Complete font shown

12 pt. . . . \$1.75 

## Leaders

6 pt. 40—6" lines  
\$17.05  
8 pt. 30—6" lines  
\$13.40  
10 pt. 24—6" lines  
\$11.60  
12 pt. 20—6" lines  
\$10.45

### Series 542 — Two Dots to the Em

.....  
6 point  
.....  
8 point  
.....  
10 point  
.....  
12 point

### Series 545 — Hyphen Face

.....  
6 point  
.....  
8 point  
.....  
10 point  
.....  
12 point



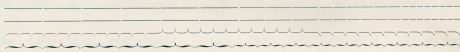
## Centerface Typecast Dots Complete 12 pt. font shown (Same size face on all body sizes)

12 pt. . . . \$2.20  
10 pt. . . . \$2.00  
8 pt. . . . \$2.00  
6 pt. . . . \$1.90



## Braces and Dashes Complete 12 pt. font shown

12 pt. . . . \$2.20  
10 pt. . . . \$2.00  
8 pt. . . . \$2.00  
6 pt. . . . \$1.90



## Algebraic Signs Complete 10 pt. font shown

10 pt. . . . \$2.00  
12 pt. . . . \$2.20



## Arithmetical Signs Complete 10 pt. font shown

10 pt. . . . \$2.00  
12 pt. . . . \$2.20



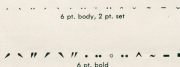
## Nautical Signs Complete font shown

12 pt. . . . \$2.20



## Piece Accents

6 pt. . . . \$1.90  
(2 pt. set)  
12 pt. . . . \$2.20  
(4 pt. set)  
6 pt. bold \$1.90  
12 pt. bold \$2.20



## Astronomical Signs Complete fonts shown

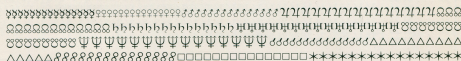
12 pt. No. 1201

\$2.20



12 pt. No. 1202

\$2.20



12 pt. No. 1203

\$2.20



24 pt. . . . \$1.80



## Conventional Symbols Complete 12 pt. font shown

12 pt. . . . \$2.20

10 pt. . . . \$2.00

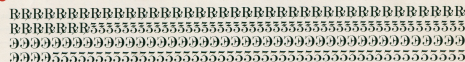
8 pt. . . . \$2.00

6 pt. . . . \$1.90



## Medical Signs Complete font shown

12 pt. . . . \$2.20



## Metal Braces Complete font shown

6 pt. . . . \$1.90



## Miscellaneous Signs Complete font shown

6 pt. . . \$1.90



## Century Oldstyle Fractions Complete 12 pt. font shown

18 pt. . . \$1.60

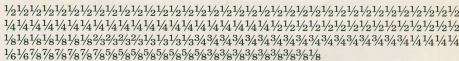
14 pt. . . \$1.50

12 pt. . . \$1.30

10 pt. . . \$1.25

8 pt. . . \$1.25

6 pt. . . \$1.20



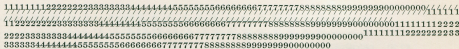
## Piece Fractions Complete 12 pt. font shown

12 pt. . . \$2.20

10 pt. . . \$2.00

8 pt. . . \$2.00

6 pt. . . \$1.90



## Reference Marks Complete 10 pt. font shown

10 pt. . . \$2.00

8 pt. . . \$2.00

6 pt. . . \$1.90



## Side Sorts Complete 10 pt. font shown

12 pt. . . \$2.20

10 pt. . . \$2.00

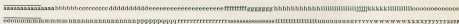
8 pt. . . \$2.00

6 pt. . . \$1.90



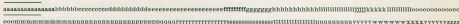
## Superior Letters Complete font shown

10 pt. . . \$1.25



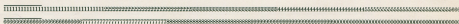
## Inferior Letters Complete font shown

10 pt. . . \$1.25



## Superior Figures Complete font shown

10 pt. . . \$1.25



## Inferior Figures Complete font shown

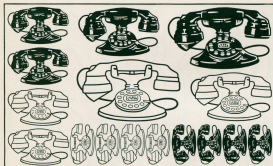
10 pt. . . \$1.25



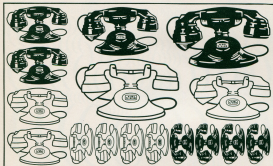
# ATF Handypacks

**\$2.95 EACH**

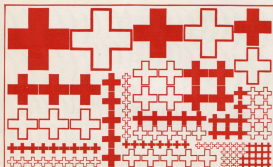
Choose from 46 useful assortments in covered boxes. These foundry cast type-cuts possess exceptional wearing qualities and sell at extremely low prices. No art work, no plates—they're as easy to use as a piece of ATF type.



1 Dial Hand Phones



2 Manual Hand Phones



6 Geneva Crosses



7 Business Reply Logotypes

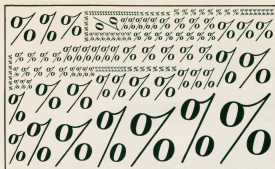


39 Stars



40 Cheltenham Bold Percent Marks, em and en set

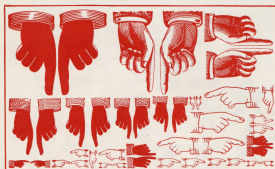




41 New Caslon Percent Marks, wide and narrow



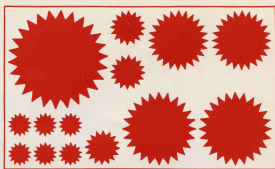
42 Gothic Percent Marks, wide and narrow



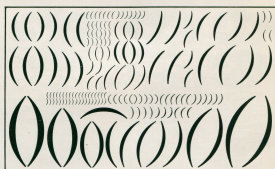
43 Fists



44 Medical Signs



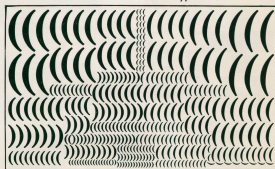
45 Slocum Seals



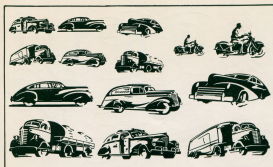
46 Parentheses for light thick-and-thin types



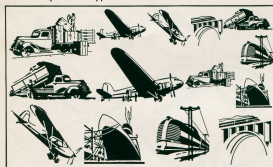
47 Parentheses for bold thick-and-thin types



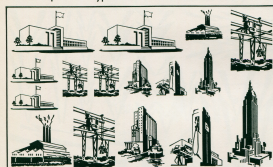
48 Parentheses for light types of medium contrast



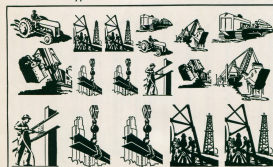
52 Transportation Typecuts



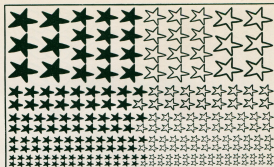
53 Transportation Typecuts



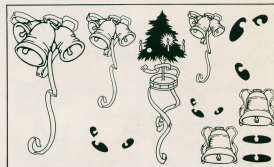
54 Industrial Typecuts



55 Industrial Typecuts



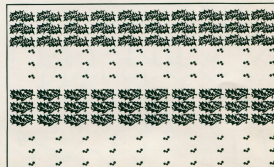
59 Modernistic Stars



60 Christmas Bells, one- and two-color



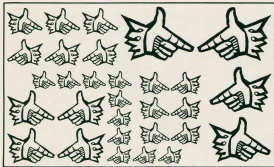
61 Poinsettias, two-color



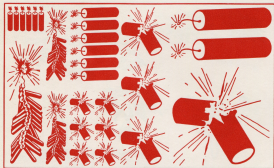
63 Holly Border, two-color



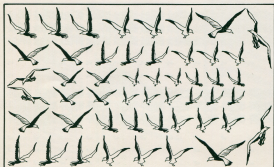
69 Bradley Decorators



70 Chapbook Pointers



71 Firecrackers



72 Seagulls



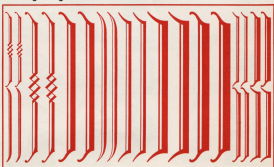
73 Civillite Ornaments



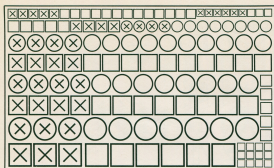
74 Tapered Corners



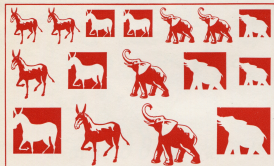
75 Lightning Flashes



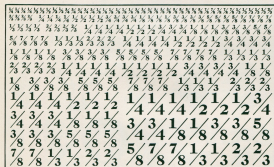
76 Advertising Brackets



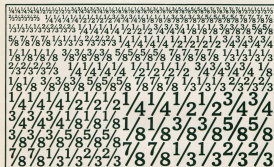
79 Ballot Signs



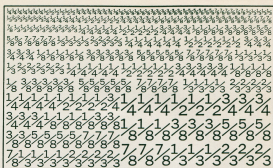
80 Republican and Democratic Party Emblems



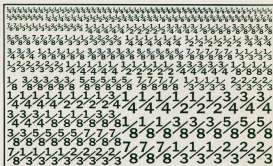
84 New Caslon Fractions, wide



86 Cheltenham Bold Fractions



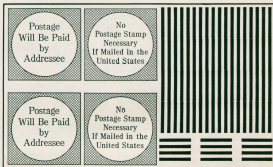
88 New Gothic Fractions, light



90 New Gothic Fractions, medium

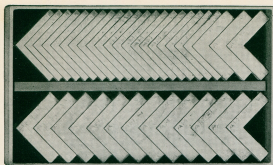


92 New Gothic Fractions, heavy

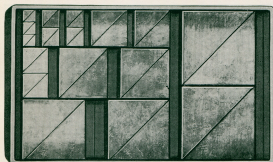


97 Business Reply Logotypes, shaded





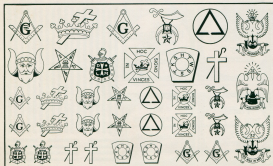
103 Corner Quads



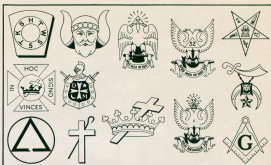
104 Angular Quads



107 Orphic Spots



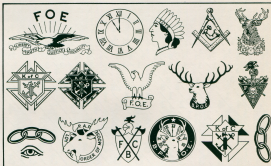
112 Masonic Emblems



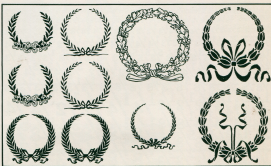
113 Masonic Emblems



114 Fraternal Emblems



115 Fraternal Emblems



116 Decorative Wreaths

## Cloister Initials



72 point



60 point



48 point



36 point



Sold only in fonts containing one of each letter. 48, 60 and 72 pt. made in one color only.  
Fonts contain tint blocks for background color.

Prices per font: 36 pt. one color \$4.25  
36 pt. tint letter \$4.25

48 pt. one color \$ 6.10  
60 pt. one color \$11.80  
72 pt. one color \$18.05

## Stationers Initials



Prices per font:

24 pt. one color or tint \$2.95  
36 pt. one color or tint \$4.25  
48 pt. one color or tint \$6.10

24 point



48 point



36 point



Sold only in fonts containing one of each letter

## Dutch Initials



42 point



60 point



120 point



84 point



48 point

Sold in fonts containing one each of above 25 characters.

Prices per font: 42 pt. \$5.70 60 pt. \$ 9.45  
48 pt. \$6.10 84 pt. \$17.25  
120 pt. \$29.90

## Hollywood Combination Initials

Outline Characters



Tint Characters



Fonts contain three characters of every letter in the alphabet and an Mc and Mac. The same character is cast in three different positions on the type body. With the exception of M, W, Mc, and Mac (cost 12 point set), all characters are cast 8 point set and require no justification. The M, W, Mc and Mac, when used with 8 point set characters, require slight justification in order to give the desired slope. Sold in complete fonts of outline or tint characters as described.

Prices per font: Outline \$10.10  
Tint . . \$10.10



## Diamond Combination Monograms



60 point



48 point

Sold in fonts containing the 81 characters shown.



36 point



Prices per font: 36 pt. \$4.50 48 pt. \$5.40 60 pt. \$6.80

## Elite Monograms



60 pt.



48 pt.



Font contains 3 of each of the characters shown except Mc. Sold in fonts only.

Prices per font: 36 pt. \$4.50 48 pt. \$5.40 60 pt. \$6.80

## Broadway Monograms



Fonts contain one each of the larger letters A to Z and two each of the small letters. The larger letters are cast recessed at top and bottom to permit the insertion of the small characters without any justification. Sold in complete fonts containing one each of the 78 characters shown.

Price per font: \$11.80



## Fifth Avenue Monograms and Frames



Prices per font: Monograms \$8.40

Frames \$5.45

12 point mortise

14 point mortise

16 point mortise

18 point mortise

20 point mortise

22 point mortise

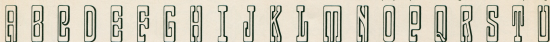
24 point mortise



## Newport Monograms

Sold in fonts containing three each of the one-color or tint characters shown.

Cast on 36 point body, 12 point set, except the I (9 point) and M and W (18 point). All cast to register for two color printing.



Outline Characters



Tint Characters



Price per font: 36 pt. outline or tint \$4.50



## Virkotype Combination Monograms



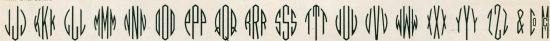
Outline Characters



60 point



Tint Characters



Sold in fonts containing the entire 81 outline or tint characters shown.



Prices per font:

36 pt. outline or tint \$4.50

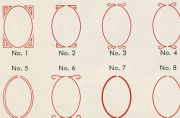
48 pt. outline or tint \$5.40

60 pt. outline or tint \$6.80

## Virkotype Frames



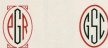
STYLES



Prices per font of Frames:

36 pt. \$5.50; 48 pt. \$6.30; 60 pt. \$7.15

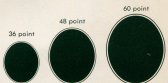
60 point Frames are made to be used with either series of 60 point Virkotype Combination Monograms; 48 point with 48 point Monograms; 36 point with 36 point Monograms. All three series of Frames are cast on 72 point body and are mortised to accommodate any three-letter combination. Sold in sets of eight styles as shown.



USES



## Virkotype Tint Blocks



STYLES AND USES



60 point Tint Blocks are made to be used with 60 point Virkotype Combination Monograms; 48 point Tint Blocks with 48 point Monograms; 36 point Tint Blocks with 36 point Monograms. All three sizes of Tint Blocks are available in the four styles shown for two-, three-, four-, or five-letter monograms.

Prices per font of Tint Blocks:

36 pt. \$2.05; 48 pt. \$2.55; 60 pt. \$3.30



# ATF Adcuts and Logotypes

**Print Better—Last Longer—Cost Less—THAN ELECTROS**

Company or personal signatures, trade-marks, emblems, symbols, designs can be cast in type in hard, long-wearing, foundry type metal. These are ADCUTS. Combinations of letters, points or figures can be set up in any ATF type and cast on single-piece bodies. These are LOGOTYPES. They may be firm names and addresses, heads on office or factory forms, imprints, envelope corner cards. They prevent errors on repeated use, reduce costs of composition and assure uniformity.

ADCUTS and LOGOTYPES can be cast in any desired number, and additional castings made any

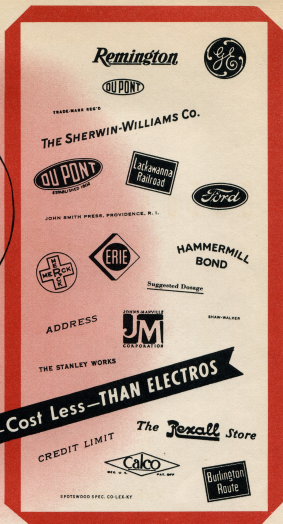
time from the same matrices, at *less than the cost of electrotypes*. They print sharp and clean. The finest of lines are free from undercutting; counters are deep. They need no shoulder for tacking; can be trimmed flush with the design to exact point sizes that line up with type. They are the only practical means of dropping snugly into the body text company or product names in their characteristic styles.

Send your ATF type dealer a sketch and your specifications for a particular job and let him submit quotation and complete information.

American Type Founders



200 ELMORA AVENUE, ELIZABETH, NEW JERSEY





## American Type Founders

200 Elmora Avenue, Elizabeth, New Jersey



## Graphic Arts Equipment Company

127 West Harrison Street • Chicago 5, Illinois

Telephone HArrison 7-3927